GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1496
ANSWERED ON:27.11.2002
DEROGATORY DEPICTION OF INDIAN GODS AND GODDESSES
PAWAN KUMAR BANSAL

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether indecent and derogatory depiction of Indian gods and goddesses in different advertisements of consumer goods in some countries has come to the notice of the Government;

(b) if so, the details thereof;

(c) whether any official protest/displeasure has been conveyed against the same; and

(d) if not, the reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS(SHRI DIGVIJAY SINGH)

(a) Yes.

(b) Instances of indecent and/or derogatory depiction of images of Indian gods and goddesses in advertisements are extremely rare. Two examples which have come to the notice of the Government recently are:

(i) images of Hindu gods and goddesses displayed at a shoe exhibition at Dusseldorf (Germany), relating to shoes manufactured in Italy, and

(ii) depiction in an advertisement of a woman with four hands in dancing pose taking a shower by a US manufacturer of bath fixture .

(c) Yes. A strong protest was lodged with the Italian Ministry of Foreign Affairs and other relevant Government institutions and the manufacturing company with positive results. In USA, Indian Embassy gets such instances removed from the market through protest campaigns by the Indian community using letters, telephone calls, e-mails etc.

(d) Does not arise.